

Please add the following new claims:

58. (New) A method for drug discovery comprising:

- (a) integrating a vector into the genome of a eukaryotic host cell, wherein said vector integration activates expression of an endogenous gene in said host cell;
- (b) culturing said cell under conditions favoring expression of said activated gene, thereby producing a gene product of said activated gene;
- (c) treating said cell with one or more test compounds to be screened for drug activity; and
- (d) determining the ability of said one or more test compounds to interact with, or affect a cellular phenotype induced by, said gene product.

59. (New) A method for drug discovery comprising:

- (a) integrating a vector into the genome of a eukaryotic host cell, wherein said vector integration activates expression of an endogenous gene in said host cell;
- (b) culturing said cell in reduced serum medium under conditions favoring production of a gene product of said activated gene, thereby producing cell-conditioned media comprising said gene product; and
- (c) screening one or more test compounds for drug activity by determining the ability of said test compounds to interact with said gene product in said cell-conditioned media.

60. (New) The method of claim 59, further comprising concentrating said cell-conditioned media prior to said screening in (c).